



# 2015

## Rockville Hometown Holidays Sponsorship Opportunities

**Contact:**  
**City of Rockville Special Events**  
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City of  
**Rockville**  
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**[www.rockvillemd.gov/HTH](http://www.rockvillemd.gov/HTH)**



# Hometown Holidays Sponsorship Opportunities

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## Letter from the Mayor and Council

Dear Past, Present and Potential Sponsors,

Welcome to Rockville, which is one of the most vibrant communities in the Washington, D.C., region.

Part of what makes Rockville such a wonderful community is the wealth of recreational and cultural events the City's Department of Recreation and Parks hosts each year. Our staff works diligently to provide top quality events that showcase the City, while also providing family-friendly entertainment.

Each year, we work to continue the traditions people have grown to love about our events and still give them something new when they return year after year. More than 170,000 people are expected to attend events that Rockville will host in 2015. Rockville is home to more than 63,000 people with a median household income of \$97,000.

# 2015

Rockville's location in Montgomery County and close-in proximity to Washington, D.C., help to give the City regional recognition.

The City's diverse population is active, educated and loyal. Sponsors of events in Rockville will benefit from their exposure in a community that ranks among the most highly educated and the highest income earners in the nation.

Please take the time to review this packet and explore our events. Our staff is ready to answer any questions you may have about sponsorship opportunities.

We look forward to helping you find your place in Rockville in 2015.

With warm regards,

  
Bridget Donnell Newton, Mayor

  
Beryl L. Feinberg, Councilmember

  
Tom Moore, Councilmember

  
Virginia D. Onley, Councilmember

  
Julie Palakovich Carr, Councilmember



## Facts About Rockville

Rockville is located 15 miles northwest of Washington, D.C., and serves as the county seat for Montgomery County. It is centrally located and convenient from Interstate 270 and the Metro Red Line.

Most of Rockville's signature events take place in Rockville Town Center, which features unique shops and restaurants, a pedestrian-friendly Town Square, residences and several parking garages.

## Household Income and Economic Trends

According to the 2008-2012 American Community Survey estimates, Rockville's median household income of \$97,667 was 84 percent higher than the national average and 34 percent higher than Maryland.



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## A Highly-Educated Community

According to American Community Survey (ACS) 2008-2012 estimates, 61 percent of Rockville residents, age 25 and older, have at least a bachelor's degree and 36 percent have a graduate or professional degree.

## A City as Diverse as its Residents

*Ethnic and cultural diversity are increasing in Rockville.*

- 34 percent of the City's population was born outside the U.S.
- 55 percent of the City's foreign-born were born in Asia
- 29 percent of the City's foreign-born were

born in Latin America

- 57 percent of the City's foreign-born are not U.S. citizens
- 37 percent of the City's foreign-born entered the U.S. in 2000 or later
- 41 percent of the City's population speak a language other than English at home; 47 percent of them speak English less than "very well."

Rockville's non-Hispanic white population represents 66 percent of the total population. Rockville's Asian population is the fastest growing group and represents 19 percent of the total. The Hispanic population is the second fastest growing group and accounts for 15 percent. Rockville's African American residents represent about 9 percent of the City's population.



## Hometown Holidays – Saturday, May 23 and Sunday, May 24

Hometown Holidays (HTH) is Rockville's signature event. This three-day street festival is the unofficial kickoff to summer and draws a crowd of 60,000 during Memorial Day weekend. Offering fun for everyone, HTH features a variety of live entertainment from local, regional and national performers, plus the Taste of Rockville, children's activities, and concludes with the annual Memorial Day Parade and Ceremony on Monday.

### Sponsorship Levels

#### Major Sponsor: \$7,500

- Naming rights to an onsite music stage
- Sponsor-provided banner to be displayed on an entertainment stage as well as two additional displayed on grounds
- Company logo and name featured on all paid print advertising
- Company logo and name featured on the HTH web page
- Company logo featured on the HTH onsite guide
- A minimum of four (4) mentions on the HTH Facebook Page

- City provided onsite booth space, 10'x10' with a table and two chairs
- 12 passes to the sponsors and officials reception and concert area on Saturday
- 60 "Taste of Rockville" tickets

#### Benefactor: \$5,000

- 2 sponsor-provided banners to be displayed on grounds
- Company logo and name featured on all paid print advertising
- Company logo and name featured on the HTH web page
- Company logo featured on the HTH onsite guide
- A minimum of two (2) mentions on the HTH Facebook Page
- City provided onsite booth space, 10'x10' with a table and two chairs
- 8 passes to the sponsors and officials reception and concert area on Saturday
- 40 "Taste of Rockville" tickets

#### Patron: \$2,000

- Company name featured on all paid print advertising
- Company name featured on the HTH web page
- Company name featured on the HTH onsite guide
- A minimum of two (2) mentions on the HTH Facebook Page
- City provided onsite booth space, 10'x10' with a table and two chairs
- 4 passes to the sponsors and officials reception and concert area on Saturday
- 20 "Taste of Rockville" tickets

Website: [www.rockvillemd.gov/HTH](http://www.rockvillemd.gov/HTH)

Facebook: [www.facebook.com/RockvilleHometownHolidays](http://www.facebook.com/RockvilleHometownHolidays)



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# 2015 Hometown Holidays Sponsorship Application

Please print or type all information clearly.

Business \_\_\_\_\_ Contact Name \_\_\_\_\_

Type of Business \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Facebook Web Address \_\_\_\_\_

Additional Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Thank you for sponsoring a Hometown Holidays.  
Please indicate the sponsorship level below.

## Hometown Holidays May 23 and 24, 2015

- ☐ Major Sponsor (\$7,500)
- ☐ Benefactor (\$5,000)
- ☐ Patron (\$2,000)

## Who recruited you to sponsor Hometown Holidays?

- ☐ City of Rockville
- ☐ Rockville Chamber of Commerce/  
Community Ministries of Rockville
- ☐ Other \_\_\_\_\_

### APPLICATION DEADLINE

Submit application at least 4 weeks prior to event.

### SUBMIT APPLICATION

Submit this application by either email or mail.

### QUESTIONS ABOUT SPONSORSHIP OPPORTUNITIES, CONTACT:

Colleen McQuitty, Special Events Manager  
240.314.8606  
cmcquitty@rockvillemd.gov

### MAILING ADDRESS

City of Rockville  
Special Events Manager  
111 Maryland Ave.  
Rockville, MD 20850

### APPLICATION PROCESS

- Once you submit this application, the City's Special Events Manager will contact you within a day or two.
- The Special Events Manager will email you a Memorandum of Understanding, Invoice and City of Rockville W-9.
- Detailed information about each event is either emailed or mailed 3 weeks prior to each event.

Comments/Special Request: \_\_\_\_\_

\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

